

**AUTHORITATIVE
SOURCES
CONTINUE
TO CONFIRM
THE
WIDE MARGIN
OF SAFETY OF—
GITALIGIN®
(WHITE'S BRAND OF
AMORPHOUS GITALIN)**

A digitalis preparation of choice for routine management of congestive heart failure, Gitaligin's wide therapeutic range permits rapid digitalization and successful maintenance with a minimum of toxic side reactions—even in refractory cases where other glycosides have failed.

Simple dosage equivalent: 0.5 mg. (1 tablet) of Gitaligin is approximately equivalent to 0.1 Gm. (1½ gr.) digitalis leaf, 0.5 mg. digoxin or 0.1 mg. digitoxin.

Gitaligin is supplied in 0.5 mg. tablets, deep scored for accuracy and flexibility of dosage—in bottles of 30 and 100.

WHITE LABORATORIES, INC.,
Kenilworth, N. J.

"The clinical application of the wide difference between toxic and therapeutic dose in gitalin [Gitaligin] is an important advance in the pharmacology of cardiac glycosides."

Dimitroff, S. P.;
Griffith, G. C.;
Thorner, M. C., and
Walker, J.: *Annals of*
Int. M. 39:1189 (Dec.)
1953.

5 out of 9 patients "did not manifest toxic symptoms even after 6 to 24 weeks at dosage levels 3 to 6 times their minimal maintenance requirement."

Weiss, A., and
Steigmann, F.: *Amer.*
J. Med. Sc. 227:188
(Feb.) 1954.

"...in the refractory cases of heart failure where desirable digitalis effect cannot be maintained without toxicity (the therapeutic range having dwindled to nothing as it tends to do in advanced heart disease), gitalin [Gitaligin] with its wider therapeutic range may still be effective when other preparations have been found wanting."

Marriott, H. J. L.:
Editorial, *Annals of*
Int. M. 40:820 (April)
1954.

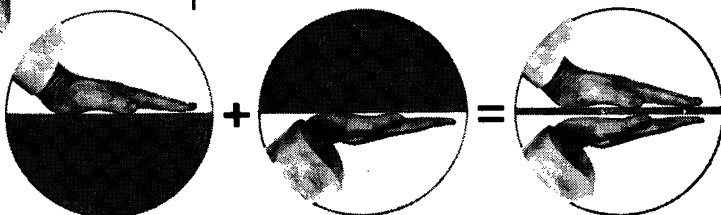
"Instead of requiring two-thirds of the toxic dose before attaining a therapeutic effect, the usual patient will respond when approximately one-third of the total toxic dose is administered."

Batterman, R. C.;
DeGraff, A. C., and
Rose, O. A.: *Circulation*
5:201 (Feb.) 1952.



STABILIZE

↓
the up and down patient



Serpasil
tranquilizer

Ritalin
*psychomotor
stimulant*

Serpatilin
*emotional
stabilizer*

To induce emotional equilibrium in those who swing from anxiety to depression, Serpatilin combines the relaxing, tranquilizing action of Serpasil with the mild mood-lifting effect of the new cortical stimulant, Ritalin. In recent months, numerous clinical studies have indicated the value of combining these agents for the treatment of various disorders marked by tension, nervousness, anxiety, apathy, irritability and depression. Arnoff,¹ in a study of 51 patients, found the combination of definite value in a variety of complaints, noting no effect on blood pressure or heart rate. Lazarte and Petersen² also found Serpatilin effective in counteracting the side effects of reserpine and chlorpromazine. They reported: "The stimulating effect of Ritalin seemed complementary to the action of reserpine . . . in that it brought forth a better quality of increased psychomotor activity."

1. Arnoff, B.: Personal communication. 2. Lazarte, J. A., and Petersen, M. C.: Personal communication.

Serpatilin Tablets, 0.1 mg./10 mg., each containing 0.1 mg. Serpasil® (reserpine CIBA) and 10 mg. Ritalin® hydrochloride (methyl-phenidylacetate hydrochloride CIBA).

Dosage: 1 tablet
b.i.d. or t.i.d.,
adjusted to the
individual.

C I B A
SUMMIT, N. J.

Serpatilin ^{T.M.}
(reserpine and methyl-phenidylacetate hydrochloride CIBA)

new

Against Pathogen & Pain in urinary tract infections

Azo Gantrisin combines the single, soluble sulfonamide, Gantrisin, with a time-tested urinary analgesic - in a single tablet.

Prompt relief of pain and other discomfort is provided together with the wide-spectrum antibacterial effectiveness of Gantrisin which achieves both high urinary and plasma levels so important in both ascending and descending urinary tract infections.

Each Azo Gantrisin tablet contains 0.5 Gm Gantrisin 'Roche' plus 50 mg phenylazo-diamino-pyridine HCl. Gantrisin® - brand of sulfisoxazole



Original Research in Medicine and Chemistry



a "judicious combination..."

for antiarthritic therapy

SALCORT*

That cortisone and the salicylates have a complementary action has been well established.¹⁻⁵ In rheumatic conditions, functional improvement and a sense of feeling well are noted early. No withdrawal reactions have been reported.

One clinician states: "By a judicious combination of the two agents . . . it has been possible to bring about a much more favorable reaction in arthritis than with either alone. Salicylate potentiates the greatly reduced amount of cortisone present so that its full effect is brought out without evoking undesirable side reactions."¹

INDICATIONS:

Rheumatoid arthritis . . . Rheumatoid spondylitis . . . Rheumatic fever . . . Bursitis . . . Still's disease . . . Neuromuscular affections

EACH TABLET CONTAINS:

Cortisone acetate 2.5 mg.
Sodium salicylate 0.3 Gm.
Aluminum hydroxide gel, dried . 0.12 Gm.
Calcium ascorbate 60 mg.
(equivalent to 50 mg. ascorbic acid)
Calcium carbonate 60 mg.

*

U.S. Pat. 2,691,662

BRISTOL, TENNESSEE

NEW YORK

KANSAS CITY

SAN FRANCISCO

1. Busse, E.A.: Treatment of Rheumatoid Arthritis by a Combination of Cortisone and Salicylates. *Clinical Med.* 11:1105 (Nov., 1955).
2. Roskam, J., VanCawenberge, H.: Abst. in *J.A.M.A.*, 151:248 (1953).
3. Coventry, M.D.: Proc. Staff Meet., Mayo Clinic, 29:60 (1954).
4. Holt, K.S., et al.: *Lancet*, 2:1144 (1954).
5. Spies, T.D., et al.: *J.A.M.A.*, 159:645 (Oct. 15, 1955).

The S. E. Massengill company

DELAYED POSTPARTUM DEPRESSION

MERATRAN Profile

Sex: Female Age: 28 Occupation: Housewife
Chief Complaint: fatigue

Symptoms: crying spells, fainting spells,
marked premenstrual depression

Observations: two normal births after period of "infertility"
Sudden change in household routine too much to cope with.

Treatment: Amphetamine and phenobarbital failed.

Meratran given 1mg t.i.d. - July 1954
Treatment stopped, symptoms returned
Meratran 1mg t.i.d. resumed May 1955.

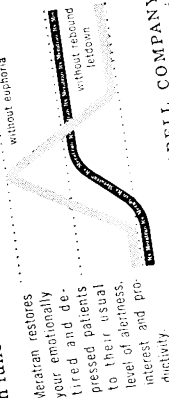
Response: depression relieved.

Results: Able to carry on her household duties
Husband said everything was going
very smoothly.

One more case in point for

Meratran

in functional fatigue and mild depression



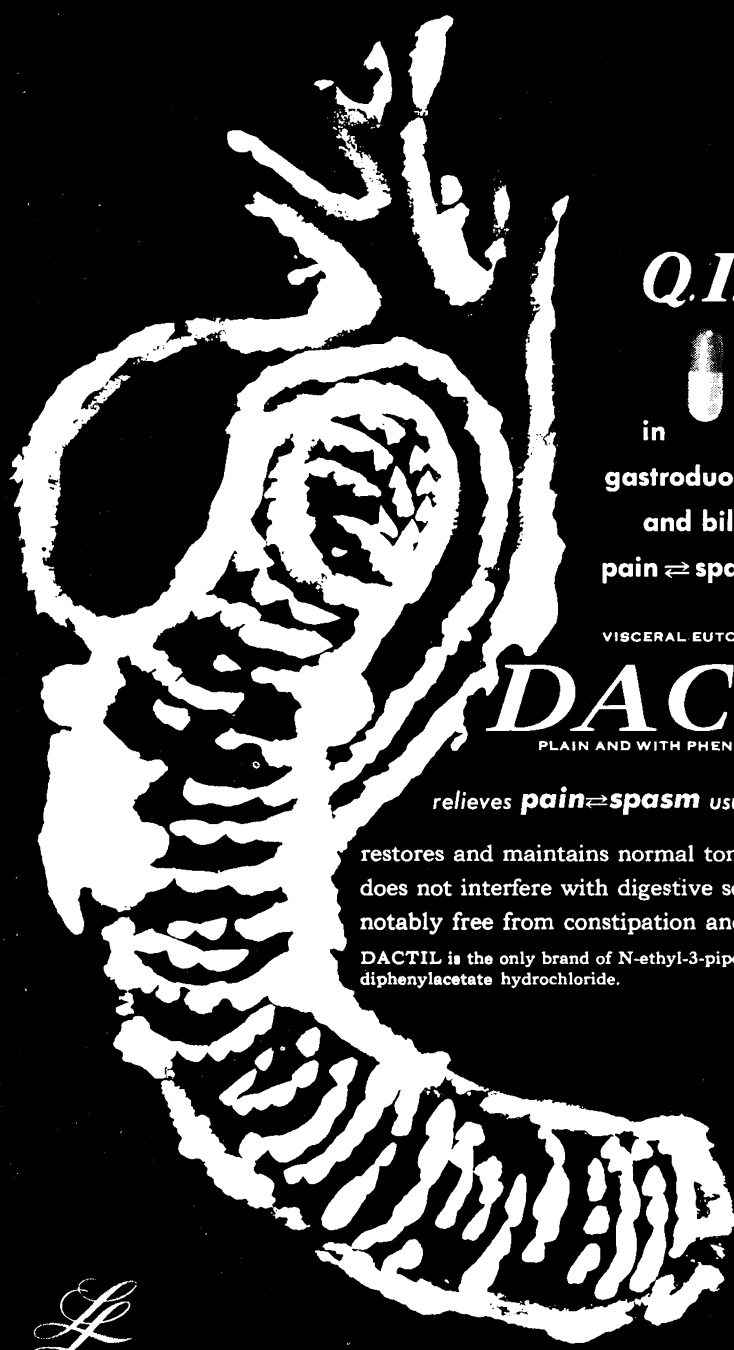
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*Case history from the actual files of
an eminent physician, photo portrait artistly posed.

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In doses individualized to the patient, Meratran produces a subtle, comfortable onset of action, prolonged effectiveness, and well-being without jittery or apprehension. There is no significant effect on blood pressure or respiration, little or no insomnia, or no effect on normal appetite, no tolerance or drug habituation, wide range of safety. Dose: 6 mg. daily, adjusted downward to patient need.



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**gastroduodenal
and biliary
pain \rightleftharpoons spasm**

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PLAIN AND WITH PHENOBARBITAL

*relieves **pain \rightleftharpoons spasm** usually in 10 minutes*

restores and maintains normal tonus and motility
does not interfere with digestive secretions
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diphenylacetate hydrochloride.

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the urine-sugar test with the Laboratory-Controlled color scale

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the clinical picture
close correlation with quantitative tests

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**AUDIO-VISUAL
HEART SOUND RECORDER**

**"SIMPLI-SCRIBE" DIRECT WRITING
ELECTROCARDIOGRAPH**



A LOGICAL COMBINATION

While both of these fine instruments are effectively used independently, when used together they provide a new and valuable approach to the more accurate diagnosis of heart disease.

The CAMBRIDGE AUDIO-VISUAL HEART SOUND RECORDER is a radically new portable instrument which enables the Doctor to HEAR, SEE and permanently RECORD heart sounds—simultaneously.

Heart sounds, picked up by the microphone, are amplified to any desired degree for auscultation. The Physician hears the heart tones faithfully reproduced through an electrical stethophone fitted with binaural ear pieces similar to those he is accustomed to using. The heart sounds being heard, are simultaneously visible upon the long persistence screen of a three inch cathode ray tube.

Any portion of the heart sounds may be permanently recorded upon paper-thin magnetic discs that may be filed with the patient's history or mailed to a consultant. They may be "played-back" (both heard

and viewed) at any time for review, study or consultation.

The CAMBRIDGE "SIMPLI-SCRIBE" Model is a direct writing, portable electrocardiograph. When used in combination with the Audio-Visual Recorder, the electrocardiogram from the "Simpli-Scribe" may be viewed upon the cathode ray screen of the Recorder while listening to the heart sounds, or the electrocardiogram may be superimposed upon the heart sound trace for timing complex cases.

Now the Physician, Hospital or Clinic has available a pair of complementary instruments making possible more rapid, accurate and complete diagnosis of heart disease.

Send for Bulletin 185

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DANNON Prune Whip YOGURT
successful in 95% of chronic cases
when taken every night for 3 weeks

An important study of chronic constipation at a New York hospital discloses these striking results: *

In a group of 194 chronically ill patients, averaging 71.6 years of age, regular feeding of Dannon Prune Whip Yogurt produced excellent results. Completely normal bowel habits were re-established in 187 patients, or 95.8%. They required no laxatives during the period of administration. Improvement in skin tone, seborrheic dermatitis, intestinal stasis and pruritus ani were also noted.

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For literature, write Dannon Milk Products, Inc., 22-11 38th Avenue, Long Island City 1, N.Y.

*Ferrer, F. P., and Boyd, L. J.: Am. J. Dig. Dis., 22:272, 1955

Established Therapy in Vascular Trauma

Female diabetic, 72 years old. Peripheral arteritis obliterans, with cellulitis and gangrenous ulcerations. Burning pain.

Time between photos 9 weeks.

PARENZYME administered daily. Healing of ulcer complete. Pain and edema eliminated.

In decay processes of inflammatory origin with burning pain, swelling and cellular necrosis, PARENZYME's direct proteolytic action alters the chemical and enzymatic phase of circulatory stasis. The integrity of the local circulation is re-established permitting all physiologic processes of repair to proceed unimpeded.^{1,2}

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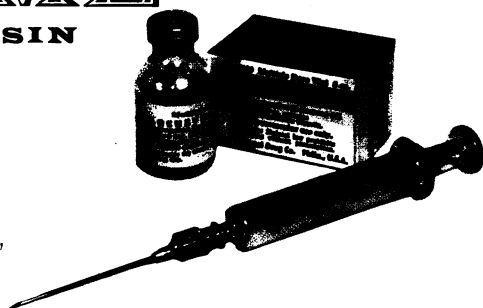
is indicated in a wide range of inflammatory disorders characterized by edema.

TRAUMATIC WOUNDS: slow-healing wounds, bruises, contusions, black eyes. **VASCULAR DISORDERS:** phlebitis, thrombophlebitis, phlebothrombosis. **SKIN ULCERS:** decubitus, diabetic, varicose. **OPHTHALMIC DISORDERS:** iritis, iridocyclitis, chorioretinitis.

PARENZYME is safe and has no anticoagulant effect, and is compatible with antibiotics.

Clinical and experimental evidence of PARENZYME's potent therapeutic action has been established in over 16 scientific published papers. Reprints are available upon request.

The film "CLINICAL ENZYMOLOGY" is now available for showing at medical meetings upon your request. And be sure to watch for the MED-AUDIOGRAPHS, a series of recorded clinical discussions.



DOSAGE: 2.5 mg. (0.5 ml.) intragluteally q. 6 h. until improvement results; q. 12 h. thereafter.

Recommended method of injection: very slowly intragluteally.

SUPPLIED: 5 ml. multiple-dose vials (5 mg. trypsin/ml.).

REFERENCES: 1. Wildman, C. J.: *Angiology* 6:473, 1955. 2. Seligman, B.: *Ohio State Med. J.* 51: 442, 1955.

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SEEK OUT THE SECRETS OF NATURE
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whatever new wonders man's genius may yet invent.

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research be a constant aid in medicine's effort to
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(methylphenylsuccinimide, Parke-Davis)

Specifically valuable for control of petit mal attacks...of definite help in some patients with psychomotor seizures¹⁻⁵...often effective in patients refractory to other therapy⁴⁻⁶...with few mild side effects¹⁻⁶...*and after five years of study, found least toxic of all effective drugs.*¹

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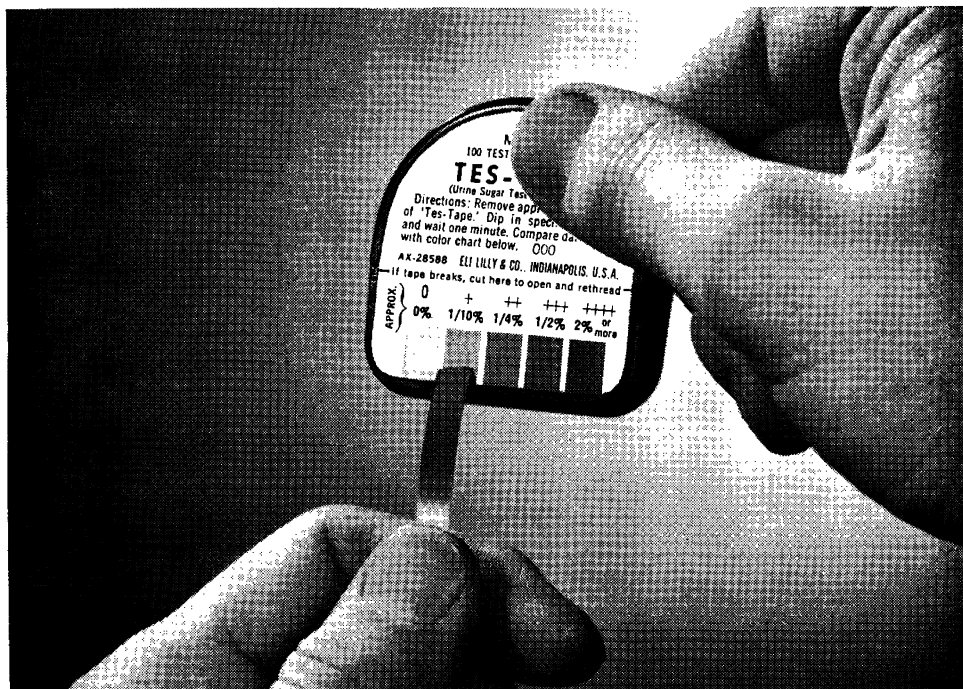
(1) Zimmerman, F. T.: *New York J. Med.* 55:2338, 1955.
(2) Carter, C. H.: *Neurology* 4:935, 1954. (3) Forrer, G. R.: *J. Michigan M. Soc.* 53:275, 1954. (4) Smith, B., & Forster, F. M.: *M. Ann. District of Columbia* 22:279, 1953. (5) Lemere, F.: *Northwest Med.* 53:482, 1954. (6) Davidson, D. T., Jr.: Lombroso, C., & Markham, C. H.: *New England J. Med.* 253:173, 1955.

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J. R., male, age 50, when first seen* complained of severe abdominal pain of six weeks' duration. Initial gastrointestinal roentgenologic examination revealed marked hypermotility of the stomach and duodenal bulb. Because of rapid emptying it was not possible to visualize a lesion either in the stomach or duodenal bulb. However, the patient's symptoms strongly suggested an ulcer, and he was reexamined after the injection of 15 mg. of Pro-Banthine (brand of propantheline bromide) intramuscularly. A marked diminution in motility occurred and a huge gastric ulcer was easily visible on the lesser curvature at the junction of the upper and middle third of the stomach.

This patient is now receiving 30 mg. of Pro-Banthine four times daily and gained 8 pounds during the first ten days of therapy.

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*Roentgenograms and case history courtesy of I. Richard Schwartz, M.D., Kings County Gastrointestinal Clinic, Brooklyn, N. Y.

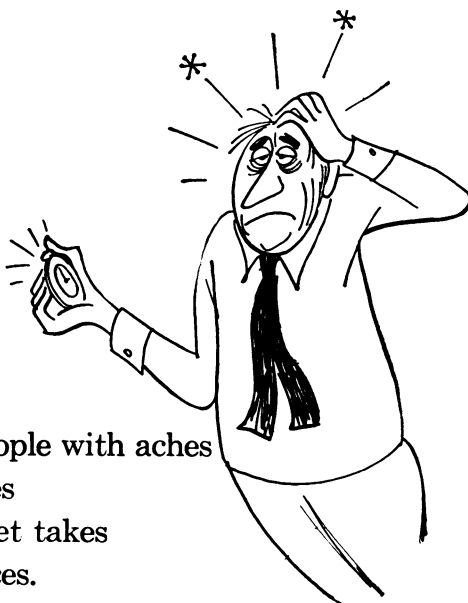
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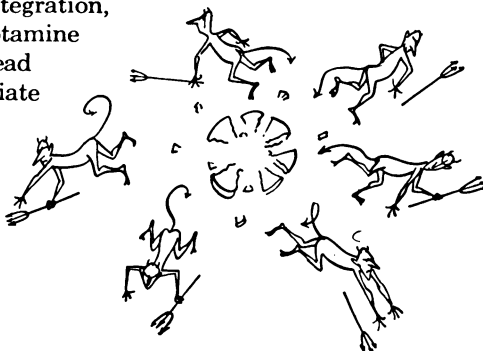
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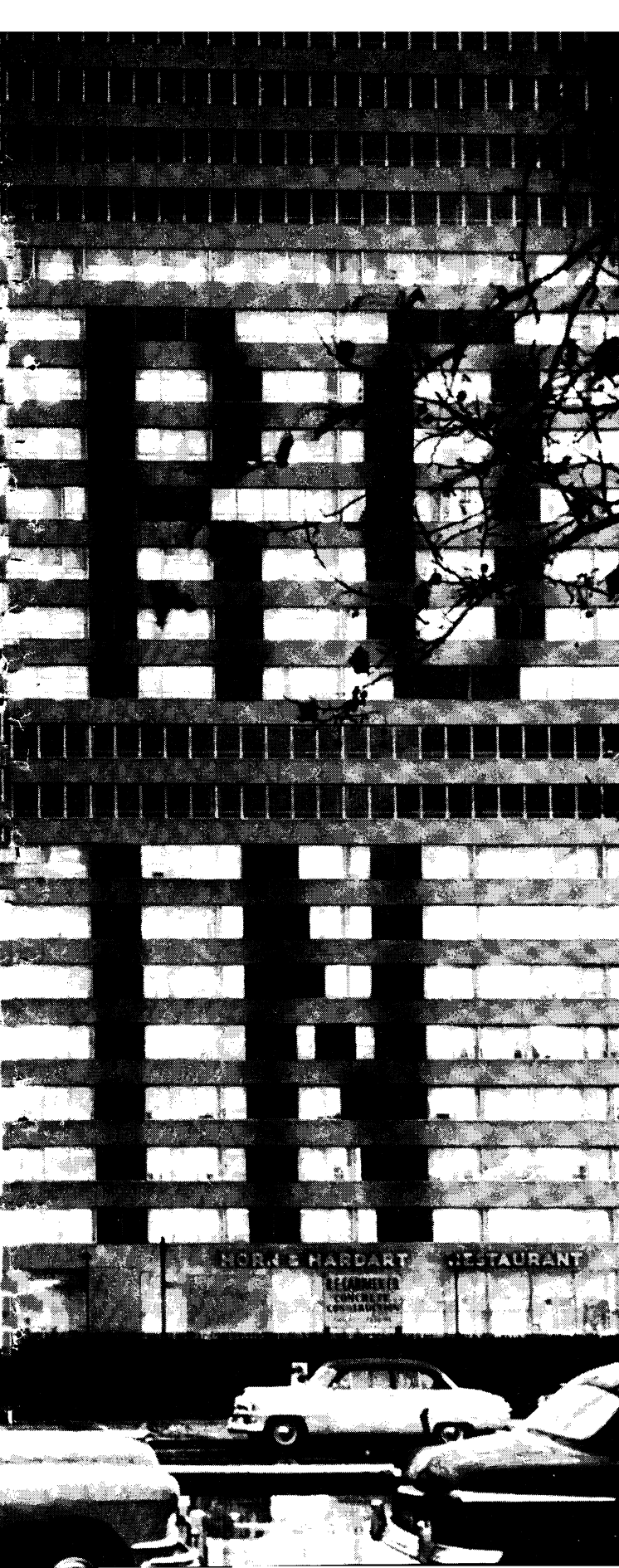


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References: 1. South. M. J. 31:233 (March) 1938. 2. Bull. New York Acad. Med. 19:478, (July) 1943. 3. Am. Heart J. 18:425 (Oct.) 1939. 4. Minnesota Med. 33:1102 (Nov.) 1950.





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¹January, H. L. et al: Clinical experience with tetracycline. *Antibiotics Annual* 1954-55, p. 625.



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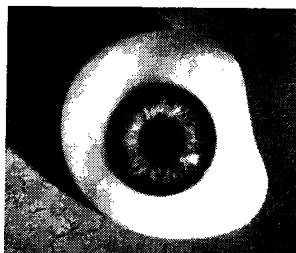
^{*}REG. U.S. PAT. OFF.

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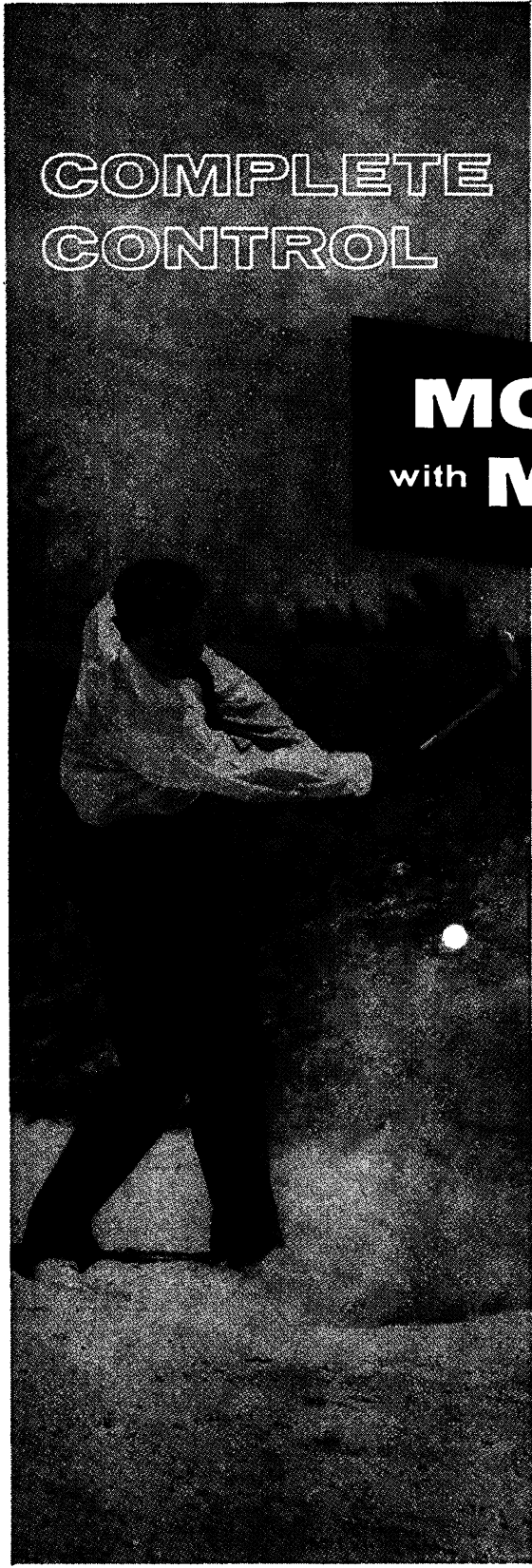
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1. Seifter, J., et al.: To be published. 2. Fazekas, J.F., et al.: M. Ann. District of Columbia 25:67 (Feb.) 1956. 3. Mitchell, E.H.: J.A.M.A. In press.




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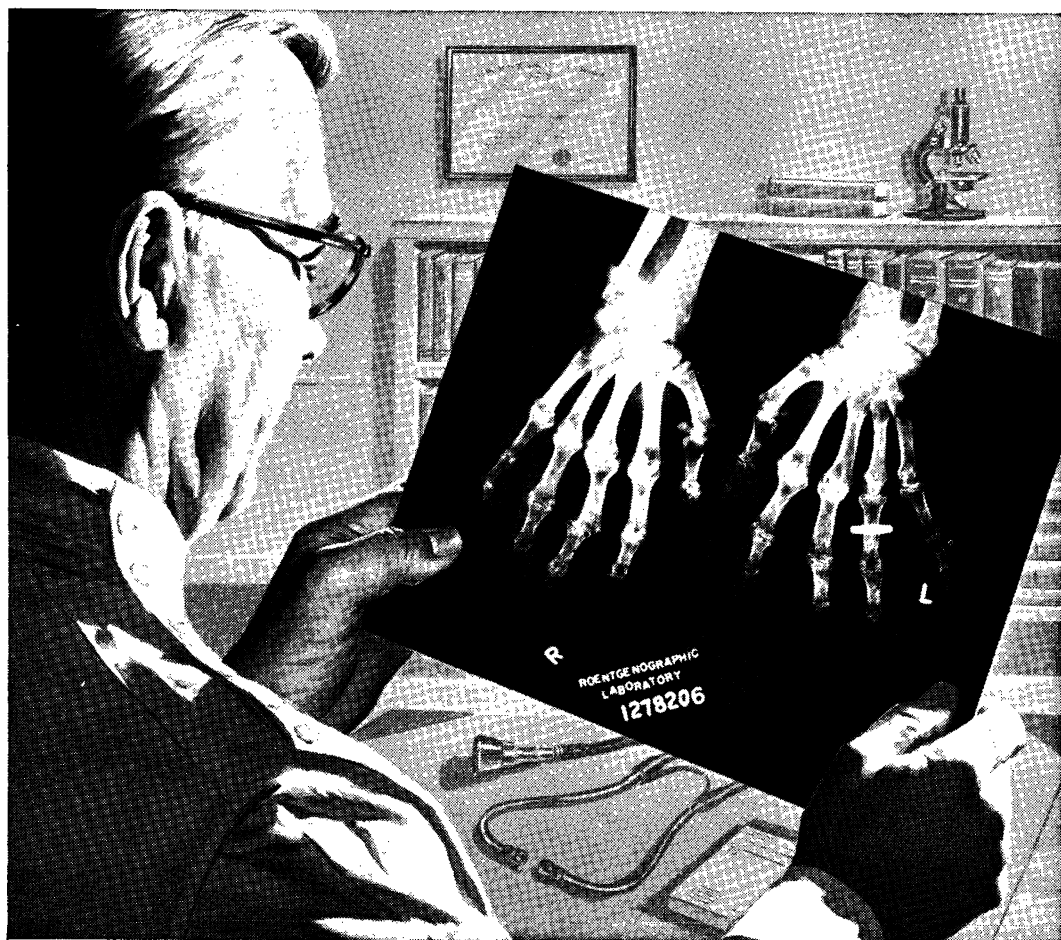
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REFERENCES:

1. J.A.M.A. 159: 645 (Oct. 15) 1955.
2. J.A.M.A. 158: 386 (June 4) 1955.

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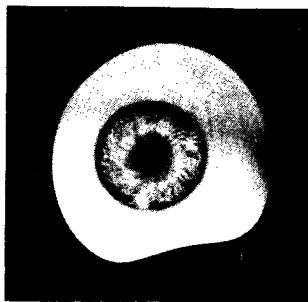
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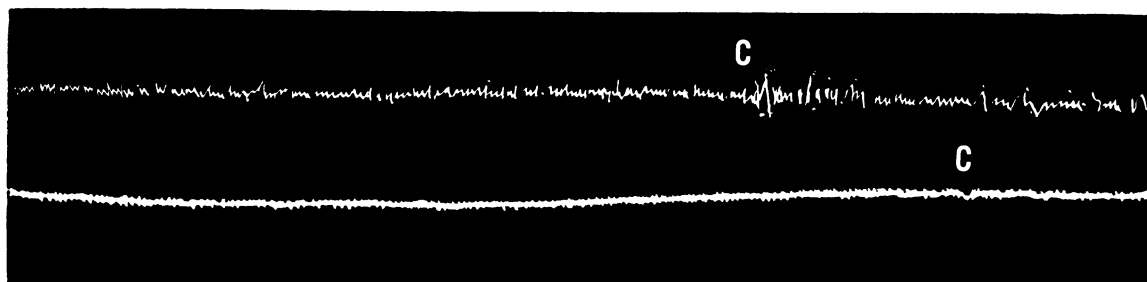
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1. Dickel, H.A., et al.: West. J. Surg., April, 1956.

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Dosage: 5 to 20 mg. b.i.d. or t.i.d.,
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RITALIN® hydrochloride
(methyl-phenidylacetate
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References: 1. Pocock, D. G.:
Personal communication.
2. Harding, C. W.: Personal
communication. 3. Hollander,
W. M.: Personal communi-
cation.

Supplied: Tablets, 5 mg.
(yellow) and 10 mg. (blue);
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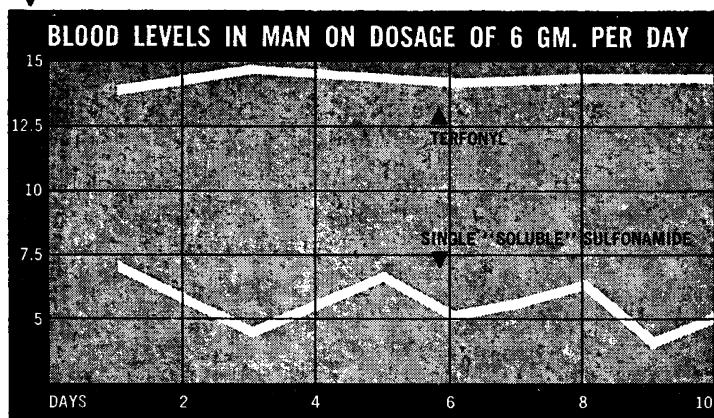
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— After Lehr, D., Modern Med. 23:111 (Jan. 15) 1955.

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